

## **Mass media of the republic of tatarstan penal system: Social, psychological and communicative aspects**

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### **Abstract**

Recently in the mass media system the corporate media solving important social, psychological and communicative problems were widely adopted. Noticeable part in this segment has editions of a penal system. This research is devoted to the activities analysis of the specialized corporate press of Office the Federal Penitentiary Service of Russia for the Republic of Tatarstan. In a temporary and substantial continuum characteristics of these editions are determined stages of their development are showed. The conducted research allows describing resources of mass media in the course of convict's social resettlement, to concretize methods of work with publications, the audiovisual information intended for convicts. The carried-out analysis of editions from 1980 to 2013 confirms complete closeness, partial closeness and openness of mass media of a penal system for mass audience. The present stage of editions openness requires adjustment of media strategy positioning in the context of the society psychological safety problem. In the conclusion the practical recommendations about increasing efficiency of this type mass media which are of interest for a wide range of researchers as these processes which are common to the Russian and international media experience are formulated.

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### **Keywords**

Corporate media, Media resources, Media safety, Penal system, Target audience, The internet, The press for convicts